

THE MOST SUCCESSFUL STARTUPS TECHNIQUE

A startup is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

What's the motivation to start a startup? There are some reasons, here they are:

1. Passion. You're driven to succeed, to experience everything a startup has to offer, and to make things happen. Passion is a prerequisite to starting a business, and it's also a huge motivator, because through your startup you fuel your passion.

2. Creating value. It's extremely motivating to know that something you've started has created value for others.

3. Changing the world. Lots of entrepreneurs believe their businesses will change the world. It's part of creating value.

4. Being in control. Having that opportunity is on one hand motivating and on the other hand scary – you're in control, you're the boss, you better get out there and make things happen. Luckily, being in control feeds many of the other motivating factors, so it all comes together.

5. Money. The truth is that you can probably earn more money at a fairly high paying job, over enough years, than you can start a business because of the likelihood of failure. But the only way to hit a financial home run is with a startup. You get to take your swing at the plate and aim for the fences.

Startups are closely related to business incubators. A business incubator in business speak is a company that helps new and startup companies to develop by providing services such as management training or office space.

Among the most common incubator services are: help with business basics; networking activities; marketing assistance; market research; high-speed Internet access; help with accounting or financial management; access to bank loans, loan funds and guarantee programs; help with presentation skills; links to higher education resources; links to strategic partners; access to angel investors or venture capital; comprehensive business training programs; advisory boards and mentors; management team identification; help with business etiquette; technology commercialization assistance; help with regulatory compliance; intellectual property management.

Startups may be funded by traditional small business loans from banks or credit unions, by government-sponsored loans from local banks, or by grants from nonprofit organizations and state governments. Incubators can provide startups with both capital and advice, while friends and family may also provide loans or gifts. A startup that can prove its potential may be able to attract venture capital financing in exchange for giving up some control and a percentage of company ownership.

Because startups have a high failure rate, would-be investors should consider not just the idea, but the management team's experience. Potential investors should also not invest money that they cannot afford to lose in startups. Finally, investors should develop an exit strategy, because until they sell, any profits exist only on paper.

Today, startups are considered as one of the indicators of economic development. The business space of any country is evaluated on the basis of new projects success. In addition, prudent investors are actively looking for new directions for business, because they are well aware that higher profits can be obtained where there is no tough competition.